Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently amended) A data management system for identifying patterns in data related to an item for which a recommendation may be provided from the system to a user, the system comprising a host computer system having:

a construct repository configured to retain a plurality of construct pair reference sets, each construct pair reference set comprising at least a first descriptive term and a second descriptive term, the first descriptive term and the second descriptive term selected according to personal construct theory to represent contrasting opinions;

a graphical user interface configured to display a user-selectable control related to a construct pair reference set of the plurality of construct pair reference sets and further configured to receive a particular user' s opinion selected between the first descriptive term and the second descriptive term, the graphical user interface further configured to store in the construct repository the opinion received from the particular user opinion for the construct pair reference set; and

an analysis engine configured to analyze relationships among a plurality of received user opinions for construct pair reference sets retrieved from the construct repository in which the analysis engine analyses responses made by the particular user using a statistically based process to identify a set of users to which the particular user belongs determine which other users have a similar personal construct and to generate a recommendation for the particular user related to an item based on the degree to which the particular user is proximal in profile to others in the set which users have a similar personal construct scores.

2-5.   (Canceled)

6.   (Previously presented)   A data management system according to claim 1 in which the graphical user interface is configured to receive the user's opinion about the aspect of the item in a number of discrete selectable steps within a range between the first descriptive term and the second descriptive term, that number of steps being referred to as a "mesh."

7-9.   (Canceled)

10.   (Previously presented)   A data management system according to claim 1 in which the user can input a value representative of their opinion by adjustment of a position of a control provided by the graphical user interface.

11.   (Previously presented)   A data management system according to claim 1 in which the results of the analysis are further used to deduce a set of information items of interest to a particular user.

12.   (Original)   A data management system according to claim 1 in which the system executes on a server that communicates with a user over a network link.

13.   (Previously presented)   A data management system according to claim 1 that includes a user data input component that executes on a remote host system.

14.   (Original)   A data management system according to claim 13 in which the data input component is represented in the display generated by a web browser.

15.   (Original)   A data management system according to claim 13 in which the data input component is generated by an applet that is downloaded to the remote host from the server.

16.   (Previously presented)   A data management system according to claim 1 in which the construct pair reference set is obtained through use of a repertory grid in accordance with personal construct theory.

17.   (Original)   A data management system according to claim 1 in which incomplete data is processed by matching those parts of the data that are present with characteristics of existing data.

18.   (Original)   A data management system according to claim 17 in which the incomplete data is subject to discriminant analysis.

19.   (Original)   A data management system according to claim 1 in which data is subject to a process of linearisation prior to its being analysed.

20.   (Original)   A data management system according to claim 19 in which the process of linearisation includes conversion of non-numeric data to a numeric form.

21.   (Original)   A data management system according to claim 1 in which users are the customers of a business and the output includes predictive information as to the future purchasing behaviour of the customers.

22-26. (Canceled)

27.   (Previously presented)   The data management system of Claim 1 in which the item is selected from one of a person, a product, a service, a topic, a concept, an event, and an experience.

28.   (Previously presented)   The data management system of Claim 1 wherein the user-selectable control is configured to have a discrete number of settings for receiving the user's opinion about the aspect of the item.